

RESUME

Name:

NAVEEN.S

Phone:

+91 97877 52302

Father's Name:

SHANMUGAM.N

Date of Birth:

09 Jun 1998

Address:

Flat No.1,
41, Rajendra Nagar Rd,
Nsn Palayam, Coimbatore,
Tamil Nadu 641031

E-mail:

naveenbsc1@gmail.com

Marital Status:

Married

Gender:

Male

Nationality:

Indian

Languages Known:

- ❖ Tamil (S, R, W)
- ❖ English (S, R, W)
- ❖ Hindi (S)

Hobbies:

- ❖ Audio Book
- ❖ Listening Music
- ❖ YouTube
- ❖ Watch Anime
- ❖ Chess

OBJECTIVE

I seek to apply my specialized knowledge of Eloqua and Salesforce Marketing Cloud to implement data-driven marketing campaigns with personalized customer journeys while maintaining exceptional front-end performance.

EDUCATIONAL QUALIFICATIONS

- ❖ **2015 – 2018** : B.Sc. Mathematics, Jairams Arts and Science college, Karur.
- ❖ **2014 – 2015** : HSC, Vivekanada Hr. Sec. School, Karur.
- ❖ **2012 – 2013** : SSLC, MPL Kumaran School, Karur.

MARKETING TECH OBJECTIVES

- ❖ Develop and implement automation workflows that reduce manual campaign operations while increasing marketing efficiency and scalability.
- ❖ Leverage AI integration to personalized and predictive marketing efforts.
- ❖ End to End campaign operations - Email and segment creations to DL analysis.
- ❖ Manage daily administrative tasks and gathered consumer behavior data.
- ❖ Create report-based metrics and coordinated with teams to develop materials.
- ❖ Implement automation solutions to streamline workflows.

CERTIFICATE OF HONOR

- ❖ **Web designing and Maintenance** by Infoem Solutions Pvt Ltd, Namakkal.
- ❖ A Programme of NCSTC, DST, Govt. of India, New Delhi **19th National Children's Science Congress-2011** in Bannari Amman Institute of Technology, Erode.
- ❖ **Reading, Note Taking and memory Skill** by Chettinad College, Karur.
- ❖ National level work shop on **Applications of mathematics** in Annai Women's College, Karur.
- ❖ Workshop on **Graph theory and its Applications** by Jairams College, Karur.
- ❖ TN Govt. **Hill Climbing Training Camp** by Department of Forestry and School Education, Karur.
- ❖ **"Child Art-Competition"** by Government Museum, Karur.

EXPERIENCE

❖ Verticurl Marketing Pvt Ltd: (Sep 2021 – Working)

Ventured into MNC for new experience as a Tech Associate who mainly worked for Rockwell Automation, Johnson & Johnson and Intel. The main job consists of managing End to End campaign operations, daily administrative tasks, Gathers consumer behavior data, Report based metrics creation and Coordinating with other teams to create materials. Also gained sufficient knowledge on:

- | | | | |
|--------------------|------------------------|----------------------|--------------------|
| » Oracle Eloqua | » Certain | » Custom CMS | » Salesforce |
| » Email on Acid | » Litmus Email testing | » Zoho CRM | » PDF/PSD to Email |
| » DL Analysis | » OFT Email Creation | » CDO/Field Merge | » Lead Scoring |
| » Email Studio | » Einstein Messaging | » Interactive Forms | » Content Builder |
| » Journey Builder | » Paper presentation | » UiPath Studio | » Tools automation |
| » AI integration | » Team management | » Marketing Cloud | » Market research |
| » Audience Builder | » Campaign Analytics | » Email Optimization | » Etc., |

❖ MI Softwares: (Dec 2020 – Sep 2021)

Gained experience as a UI/UX Designer and Full-Stack Developer and gained new knowledge on many professional level Programs and Softwares as:

- | | | | |
|--------------------|--------------|--------------------|------------------|
| » React JS | » npm | » API | » CI/CD pipeline |
| » Laravel | » Laragon | » Postman | » Premiere Pro |
| » Git & GitHub | » CMS system | » WordPress | » App Designing |
| » Custom Dashboard | » GTmetrix | » Google PageSpeed | » Etc., |

❖ Cloud Dreams: (Mar 2019 – Dec 2020)

Worked as a Front-End Developer and gained a lot of advanced knowledge on the previously mentioned Programs and Softwares. Additionally learned a lot of JS libraries, Vector images, PSD to HTML conversion, File format optimization and much more like:

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|-----------------|----------------|-------------|---------------------|
| » SCSS | » SVG | » Figma | » Adobe XD |
| » SVG Animation | » Motion Path | » Morph SVG | » Animate on scroll |
| » Smooth Scroll | » Scroll Magic | » GSAP | » Font Awesome |
| » Animate.js | » wow.js | » swiper.js | » Etc., |

❖ Infoem Solutions: (Dec 2018 - Jan 2019)

On-the-job Training on Web Designing & Web Applications. And learned basics in the below mentioned Programs and Softwares:

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|----------|-----------|-------------------|---------|
| » HTML | » CSS | » Bootstrap | » JS |
| » jQuery | » XAMPP | » PHP | » MySQL |
| » FTP | » VS Code | » Adobe Photoshop | » Etc., |

Some of my Projects

❖ clouddreams.in – Office website	❖ misoftwares.com – Office website
❖ Rockwell Automation	❖ Johnson & Johnson
❖ codissia.com	❖ Intel
❖ dobbsschool.com	❖ tagyourtaxi.com
❖ thealchemysourcing.com	❖ nothingiswaste.org
❖ globalgroups.ae	❖ kongunadusurveyor.in
❖ f5carwash.com	❖ ixplorettech.com
❖ 5kfoodcare.com	❖ shaktiifdiamonds.com
❖ thebelgianstreet.com	❖ malamurthycatering.com
❖ inbloomz.com	❖ multisystemtechnologies.com
❖ qt5glenys.com	❖ holidaytravels.in
❖ toxiven.com	❖ primyfilmy.com
❖ sarpakavu.com	❖ chennaiibroadband.in
❖ caenterprises.co.in	❖ futuremedias.com
❖ shanmughamassociates.com	❖ high5prints.in
❖ kundanpipes.com	❖ subratex.com
❖ galaxyvalley.in	❖ tanelect.com
❖ firstbreathclinic.com	❖ Etc.,

DECLARATION

I hereby declare that all the information furnished above are true to the best of my knowledge and belief.

Date :

Place :

Yours Authentically
(NAVEEN.S)